SMALL BUSINESS EXCHANGE NORTHEAST

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Making Small Business Saturday Awesome

By Anita Campbell

With Small Business Saturday just around the corner, it's time to use the occasion to promote your business. While sales and discounts can be great, there are actually plenty of other ways small businesses can promote their products and services on Small Business Saturday. Here are fifteen unique ideas.

Build up Small Business Saturday on social media

If you want anyone to show up and shop, promote it several days ahead on social media. X, Facebook, Instagram, and other venues are great places for you to spread the word about your sales, events, or special offers, and drive last minute traffic.

Support local causes

People love supporting local businesses because their purchases can actually benefit the local economy instead of going right to large corporations. And you can highlight that local aspect even more by supporting local charities or causes as part of your Small Business Saturday promotion. You can donate a portion of your proceeds or even invite members of a local group to spread the word about a cause at your location.

Cross-promote with other local businesses

If your business is located near other small businesses, you could partner with some of those other businesses to increase your reach. You might include some signage in your store that promotes other stores or restaurants in your area. Or you could partner up to create a gift guide or host a series of complementary events or promotions around town.

Offer in-store entertainment

Shopping on Small Business Saturday can be a fun experience for customers. So, they could be looking to visit stores or local businesses that offer more than just good deals. If you offer live music or other types of entertainment at your location, it could entice more customers to stop by and convince them to stick around for even longer.



Have refreshments for customers

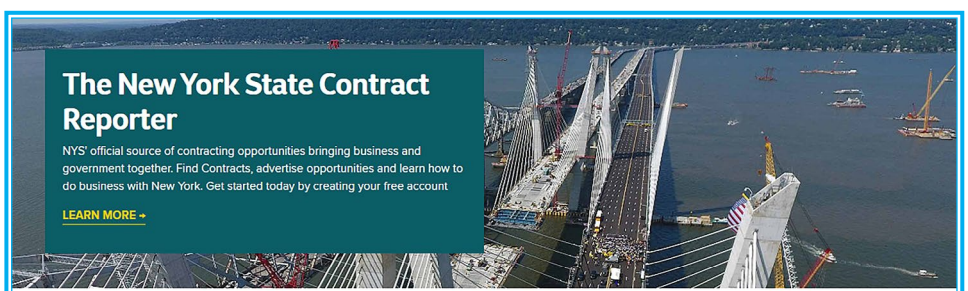
Another way to make customers have a positive experience at your business is to offer some refreshments. Even just some coffee or hot chocolate and cookies can give them a positive sense,

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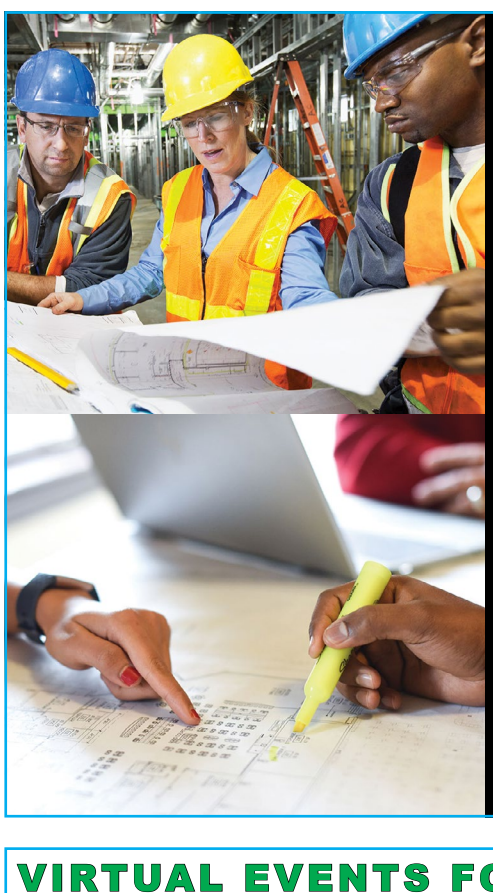


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For more info contact Small Business Exchange at sbe@sbeinc.com

VIRTUAL EVENTS FOR YOUR BUSINESS



2026

Federal Contracting for Small Businesses Webinar
Tuesday, December 8, 2026, 12:00 pm–1:30 pm
Online
Main Sponsor(s): US Small Business Administration
Contact: Irene Gonzalez, 208-334-1673, irene.gonzalez@sba.gov
Fee: Free; registration required
Learn the essentials of federal contracting for small businesses. This event will cover the basics of navigating the federal contracting process, as well as the various certifications available to help your small business succeed in the government marketplace. Certifications include: 8(a) Business Development Program, HUBZone Certification, Woman Owned Small Business (WOSB/EDWOSB), and Veteran Owned Small Business (VOSB). Don't miss this opportunity to gain valuable insights and resources to help your small business. Register at https://www.eventbrite.com/e/federal-contracting-basics-and-certifications-for-small-businesses-tickets-1977729664666

Understanding SBA Programs Webinar
Thursday, December 10, 11:00 am–12:00 pm
Online
Main Sponsor(s): US Small Business Administration, Houston District Office
Contact: Elizabeth Charles, 713-773-6505, elizabeth.charles@sba.gov
Fee: Free; registration required
Join us for an informative webinar designed to help entrepreneurs, startups, and existing small business owners navigate the wide range of resources and programs offered by the United States Small Business Administration (SBA), including an overview of SBA's core programs: capital, counseling, contracting, and disaster assistance. Whether you're looking to launch a business, expand operations, secure funding, or recover from a disaster, the SBA has tools to support your goals. Attendees will also have the opportunity to ask their small business questions to mentors/advisors from SBA's Resource Partner Network! Register online for the free webinar at https://legacy.sba.gov/event/78037

Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar
Thursday, December 10, 2026, 2:00 pm–3:00 pm
Online
Main Sponsor(s): US Small Business Administration, Arkansas District Office
Contact: Suzanne Terrazas, 501-324-7379, Arkansas_DO@sba.gov
Fee: Free; registration required
This webinar will provide valuable insights into the Woman-Owned Small Business (WOSB) Federal Contracting Program certification process, which is crucial for accessing a pool of billions of dollars worth of federal contracting opportunities that are set aside specifically for woman-owned businesses. Your woman-owned small business can obtain federal contracts with less competition if you qualify. To learn how accessing these resources can significantly impact a business's growth and sustainability, and to meet with resource partners who can provide you with free one-to-one consulting, register at https://legacy.sba.gov/event/77961





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